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## CONSUMER TIME

## MAKE-OVER MAGIC

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NETWORK: NBC

DATE: November 16, 1946

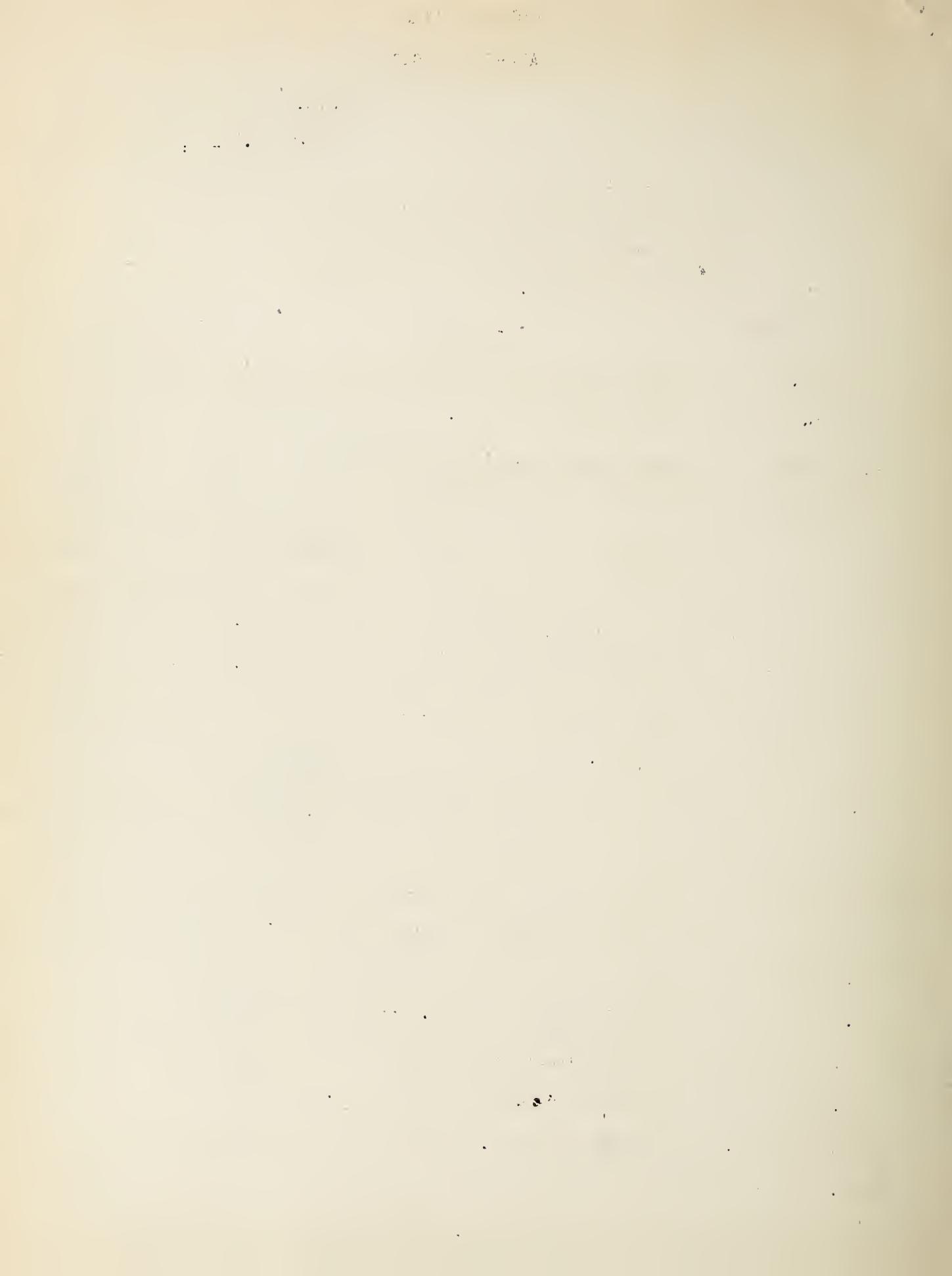
ORIGIN: WRC

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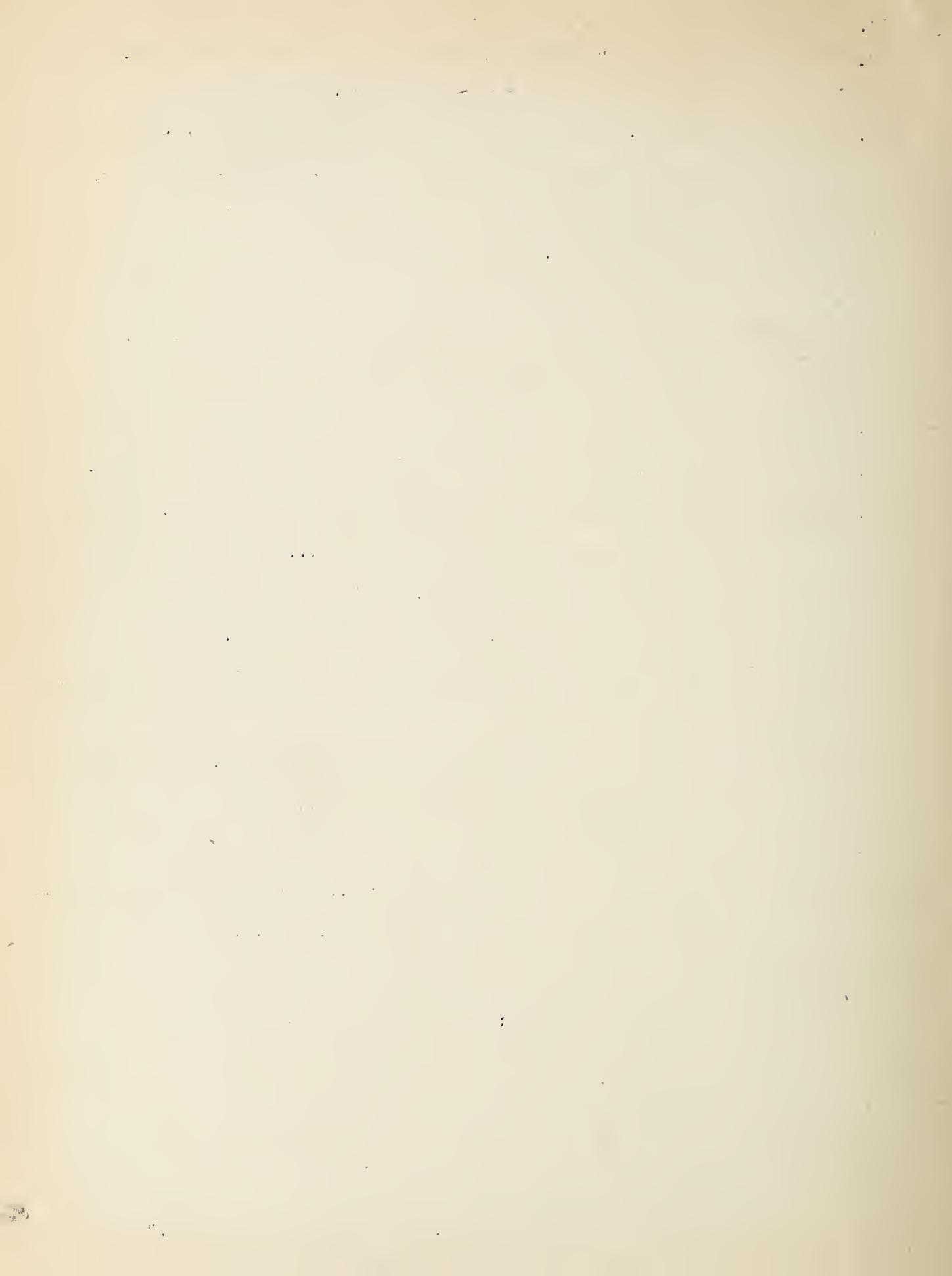
(Produced by the United States Department of Agriculture  
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CONSUMER TIME is restricted to network broadcast of the  
program...presented for more than thirteen years in the  
interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME !
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations, make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture. Today on CONSUMER TIME, it's the story of make-over magic. Mrs. Freyman will handle the make-overs...and Johnny will take care of the magic.
5. JOHN: Yes, this is Swami Johnny the mystic...and I am now gazing into my crystal ball.
6. FREYMAN: And what do you see, Swami Johnny?
7. JOHN: I see....I see a trip, Mrs. Freyman.
8. FREYMAN: You were expecting maybe a new car?
9. JOHN: Quiet....I see a trip....starting very soon.
10. FREYMAN: And me with my black dress at the cleaners.
11. JOHN: But this trip won't take long.
12. FREYMAN: How disappointing. Bermuda is so lovely this time of year.
13. JOHN: No, Mrs. Freyman. The crystal ball says you must go to the U. S. Department of Agriculture here in Washington, D. C.



14. FREYMAN: And what do I do there?
15. JOHN: You see an exhibit of how to make old clothes into new. The exhibit is called Make-over Magic .
16. FREYMAN: Oh yes, Swami Johnny, I heard about that exhibit...beautiful clothes made from old pieces of fur...leather...and felt.
17. JOHN: And my crystal ball says there are many economical people in the radio audience. They are interested in how they can make old clothes into new.
18. FREYMAN: I could have told you that without a crystal ball.
19. JOHN: Well, on your way, Madame. What are you waiting for?
20. FREYMAN: For you.
21. JOHN: Uh uh...Swami Johnny is not in the mood for patches today.
22. FREYMAN: But you can't see the exhibit in your crystal ball. Besides we ought to have the masculine reaction...especially if we're going to cut up an old felt hat...one the man of the house is saving for a fishing trip...that never materializes.
23. JOHN: Very well, the Swami condescends. But wait!
24. FREYMAN: What's the matter?
25. JOHN: I see more images forming in the crystal ball. It's a guest coming to visit CONSUMER TIME, today.
26. FREYMAN: Who is it?
27. JOHN: A lady who knows all the answers...and some of the questions...about make-over magic. And I see...I see...
28. FREYMAN: Well, what do you see?
29. JOHN: A new free booklet, hot off the press. I see Holly Wright our announcer telling everyone how to get a copy at the end of this program. Madame! Why are you looking over my shoulder?
30. FREYMAN: Because I always wanted to gaze into a crystal ball too.
31. JOHN: And what do you see?
32. FREYMAN: A sign that says "Hurry...get down to that exhibit."



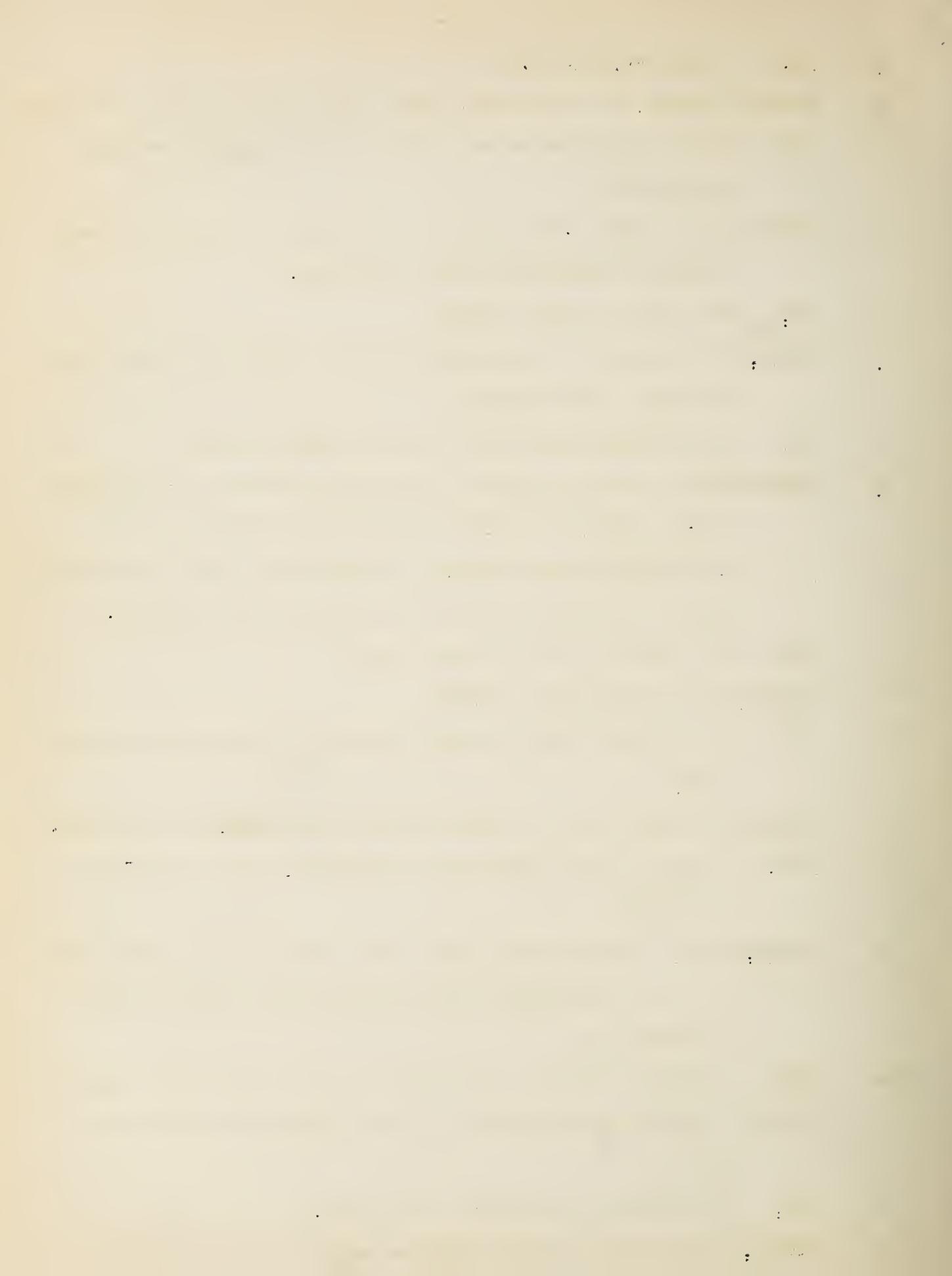
33. JOHN: Without waiting to check your magicians' union card...let's go.
34. MUSIC: LIGHT AND GAY.
35. JOHN: Well, here we are at the exhibit, Mrs. Freyman. And look at all those clothes. Don't look like make-overs to me.
36. FREYMAN: That's where the magic comes in, Johnny.
37. JOHN: Let's start over here. What do you think of the house slippers in this case?
38. FREYMAN: My goodness they're good looking.
39. JOHN: And read the card. See those slippers in the corner. The card says "These fur scuff's made from an old fur collar, a felt hat, and a leather purse."
40. FREYMAN: I'm amazed. They're so attractive...and they look as if they'd give lots of wear.
41. JOHN: Remember you spoke about cutting up men's hats?
42. FREYMAN: Mmm hm...old felt ones.
43. JOHN: Well, get a load of those felt slippers. I wouldn't mind anyone cutting up my old hats to turn out a product like that.
44. FREYMAN: (PROJECT A LITTLE...WALKING AROUND DISPLAY CASE.) and here are leather moccasins for children. They're made from a large leather handbag. Aren't they precious?
45. JOHN: Ingenious.
46. FREYMAN: Oh Johnny...look at these mittens.
47. JOHN: Look warm, don't they?
48. FREYMAN: Can they really be made from old material?
49. JOHN: So the card says.---Those bunny mittens were originally fur cuffs from an old coat.
50. FREYMAN: And these leather ones were once part of an old jacket.
51. JOHN: Here are my favorites in the corner.



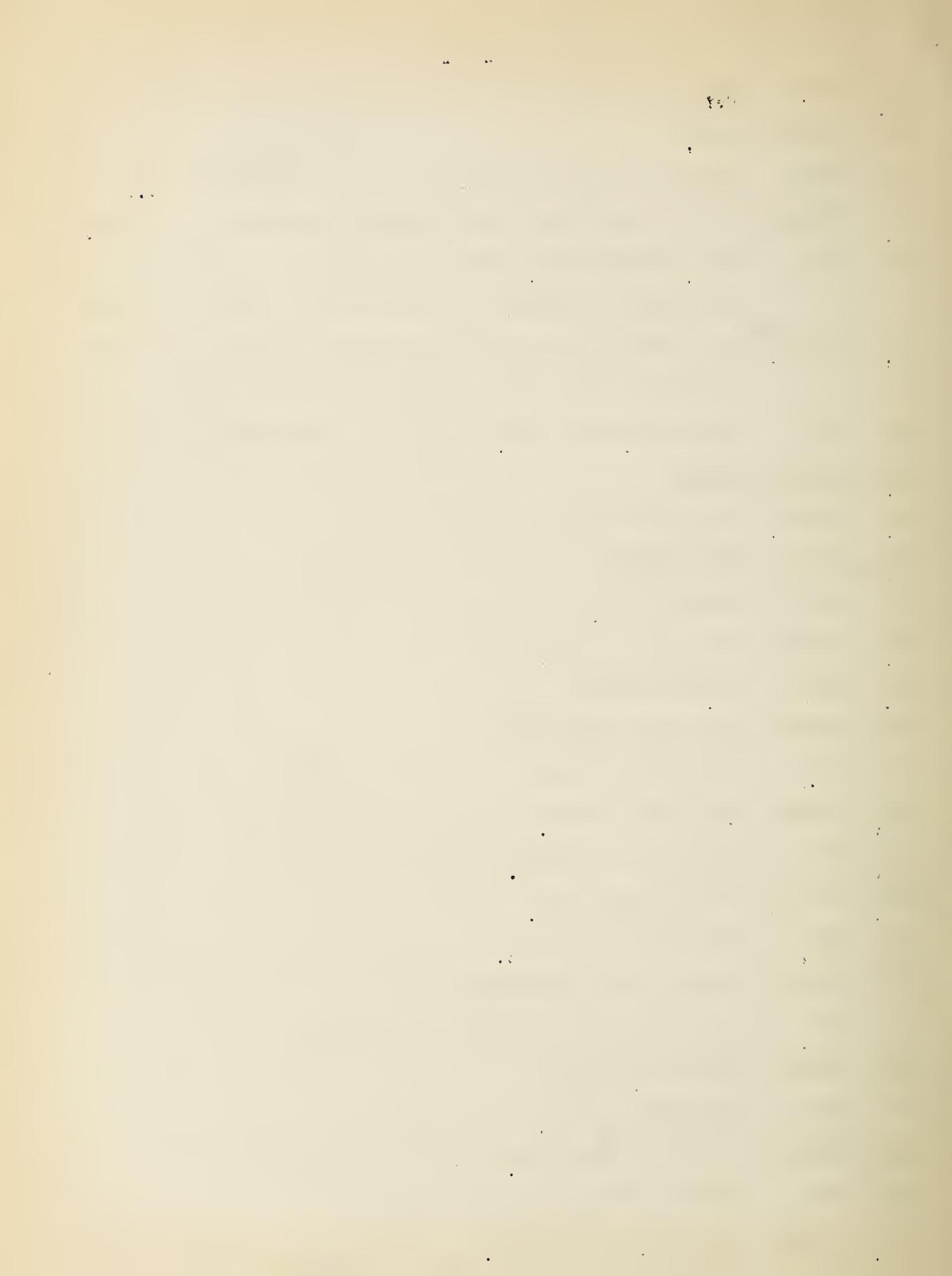
52. FREYMAN: "Made from an old felt hat and a pair of wool bobby socks worn in the toes and heels." You like those the best?
53. JOHN: Yep...remind me of a pair I had when I was a kid. Sure kept me warm on the way to school.
54. FREYMAN: I think that's pretty clever. See Johnny, the wrist part of the mitten...is cut from the top of the ribbed cuffs of the soxs... That'll make a good tight mitten around the wrist.
55. JOHN: Yep...and cute as a button.
56. FREYMAN: They even have some men's leather mittens too.
57. JOHN: And very good looking. But you're really going to ooh and ah over the next bunch of stuff, Mrs. Freyman.
58. FREYMAN: I am? Why?
59. JOHN: I sneaked a look at them and they're really pretty clothes. Even I can see that.
60. FREYMAN: Ah...the masculine reaction.
61. JOHN: Well that's what most women buy pretty things for, isn't it, the masculine reaction?
62. FREYMAN: Let's not get into a discussion of that right now. But I do want to see what your idea of pretty clothes are. Oh Johnny...look!
63. JOHN: See...I told you you'd like them.
64. FREYMAN: Like them! I'm enchanted. Jerkin, hat, and gloves...all made out of the same cloth and trimmed with the same leather. I didn't know they were going to show new clothes in this exhibit too.
65. JOHN: Ha ha! It fooled you too.
66. FREYMAN: What are you talking about?
67. JOHN: It so happens that the set was made out of an outgrown coat and a leather handbag. It says so right here on the card.
68. FREYMAN: Well...lucky the young lady who gets a nice sports set like that... without any dents in the family budget.



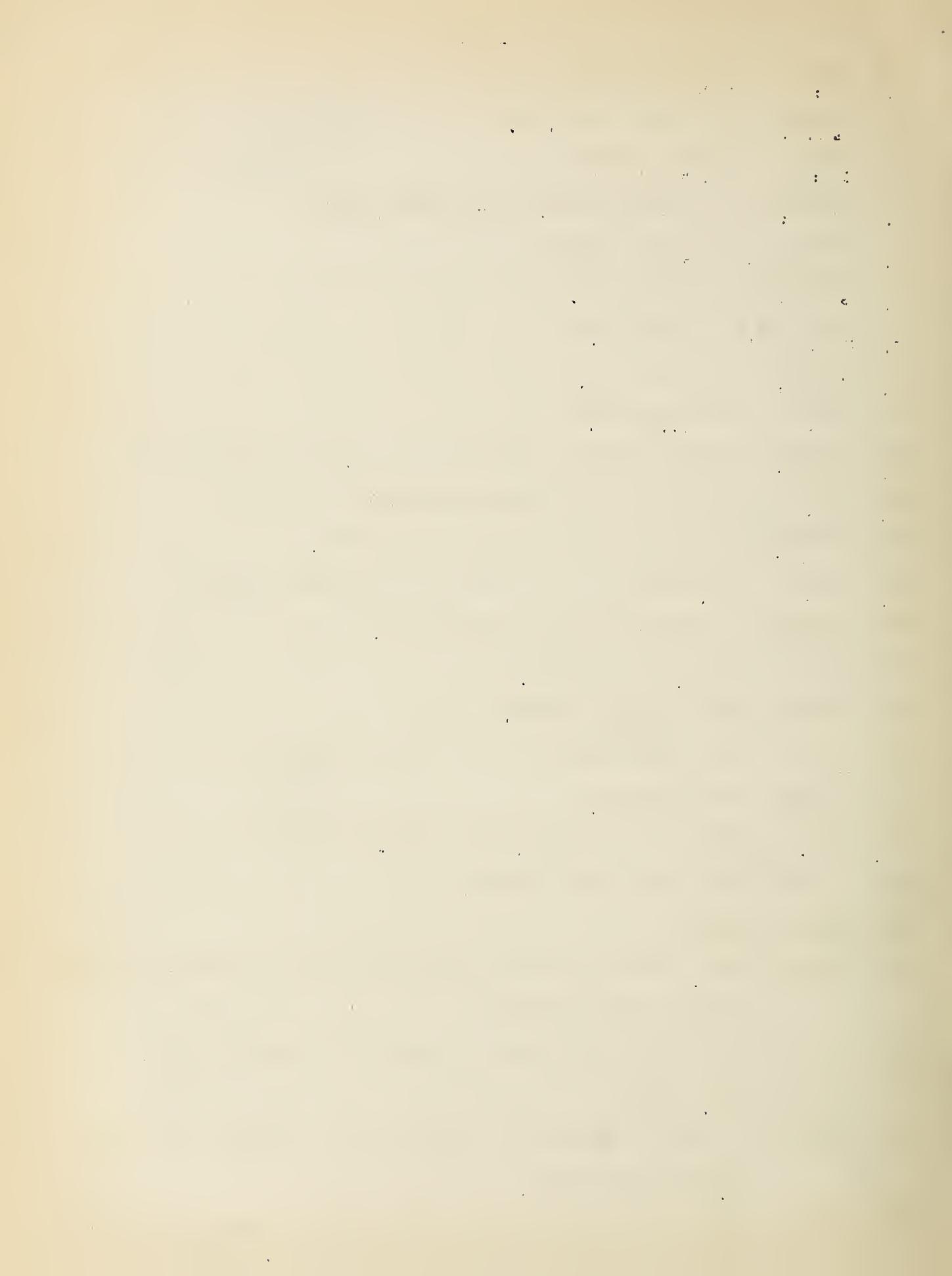
69. JOHN: I knew you'd like it.
70. FREYMAN: Goodness you sound proud, Johnny. You'd think you made it yourself.
71. JOHN: Well it just makes me feel good to see how ingenious American women can be.
72. FREYMAN: And it should. Come over here and be proud of this red hat and mitten set trimmed with black persian lamb.
73. JOHN: That really is slick looking.
74. FREYMAN: The card says it was made from pieces of old fur and scraps of an old coat. Very attractive.
75. JOHN: Mrs. Freyman...who got this exhibit together anyhow?
76. FREYMAN: Why the clothing experts at the U. S. Department of Agriculture. They've experimented with make-overs from different materials like fur, felt, and leather. That new booklet, that's hot off the press, describes the best ways to work with these materials.
77. JOHN: The booklet I saw in my crystal ball.
78. FREYMAN: The very same, Swami Johnny!
79. JOHN: And I didn't bring my crystal ball with me...so we could locate some.
80. FREYMAN: You don't need it. Here are some of the booklets on this table.
81. JOHN: Yep, it's called "Make-overs from Leather, Fur, and Felt" and it's free.
82. FREYMAN: Well, I certainly want one. I have a whole storage closet full of old clothes...just sitting around, because they're too good to throw out.
83. JOHN: Well, why don't you look through it, and see what you can use?
84. FREYMAN: Yes...yes...why don't I? Why don't I rush right home now and do it?
85. JOHN: No time like the present, I always say.
86. FREYMAN: And why don't you come along and help?



87. JOHN: Me?
88. FREYMAN: Sure.
89. JOHN: Suppose I just tell you what's there by gazing into my....
90. FREYMAN: Oh no! And it takes more than magic to lift boxes and things.
91. JOHN: Well, if you insist. But don't you want to see the rest of these make-overs on display? The belts...and the handbags and stuff?
92. FREYMAN: No, I'll read about them in this booklet. Right now I'm just dying to see what there is in that old closet of mine.
93. JOHN: Okay, then...we're off. Wish I had my broomstick with me!
94. MUSIC: THEME
95. FREYMAN: Here's the closet.
96. SOUND: DOOR OPENING.
97. JOHN: Now let's see.
98. FREYMAN: Look at that stuff.
99. JOHN: Hi, Mrs. Magee.
100. FREYMAN: Hi yourself (LAUGHING)
101. JOHN: Well here's a jacket.
102. FREYMAN: The sleeve is torn.
103. JOHN: The collar is stained.
104. FREYMAN: And the back's worn.
105. JOHN: But all this leather....
106. FREYMAN: There's enough for mittens.
107. JOHN: For every one of the three little kittens.
108. FREYMAN: Exactly...exactly.
109. JOHN: Now here's a coat.
110. FREYMAN: Bought in thirty-five. It's old and ugly....
111. JOHN: But man alive...look at that fur.
112. FREYMAN: Hmm...fur on the collar.



113. JOHN: Fur on the cuff.
114. FREYMAN: They'd make good gloves.
115. JOHN: Or maybe a muff.
116. FREYMAN: Or even maybe scuffs. (VERY SLIGHT PAUSE)
117. JOHN: Well here's a hat.
118. FREYMAN: My old black felt.
119. JOHN: Let's cut it up.
120. FREYMAN: I do need a belt.
121. JOHN: Me too...me too.
122. FREYMAN: Well maybe there'll be enough for you. (VERY SLIGHT PAUSE)
123. JOHN: Say what's in that corner over there?
124. FREYMAN: Oh some old covering from a leather chair.
125. JOHN: Well...what are we waiting for? (VERY SLIGHT PAUSE)
126. FREYMAN: I don't think there's anything more.
127. JOHN: Gosh...this is enough.
128. FREYMAN: Shut the door. (PAUSE)
129. JOHN: Look at that pile.
130. FREYMAN: Not very small.
131. JOHN: All kinds of things...quite a haul.
132. FREYMAN: We'd better take inventory.
133. MUSIC: THEME
134. FREYMAN: Well, Johnny, I've been studying this booklet on "make-overs from leather, fur, and felt."
135. JOHN: Do you think you know how to work on those materials now, Mrs. Freyman?
136. FREYMAN: I think so. Anyhow, I'll start in with the easier things first ...just for practice.
137. JOHN: Does the book tell you what special tools you need, and all that? I'll wave my magic wand and get them for you.



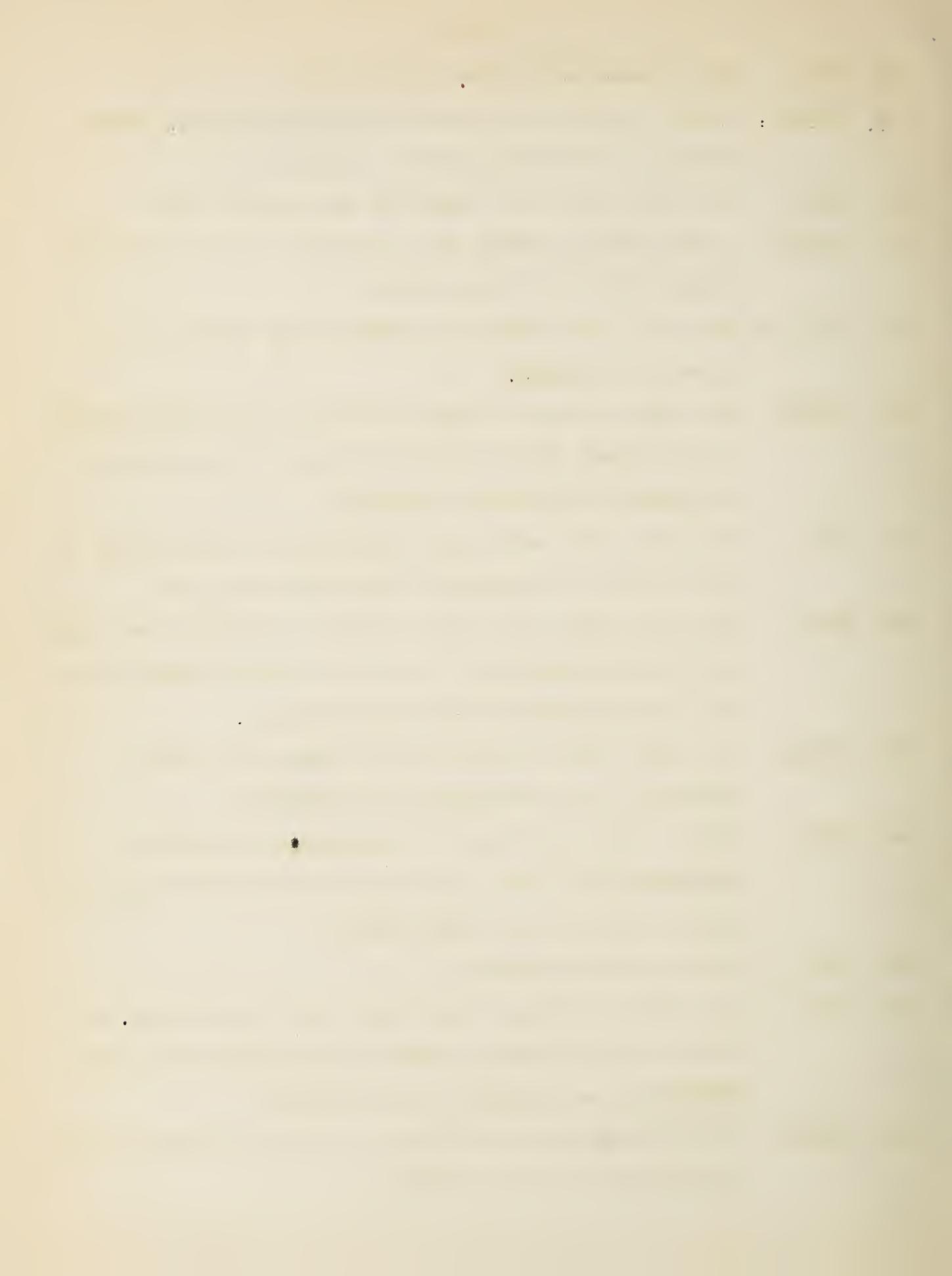
138. FREYMAN: Well that's the good part of it, Johnny. You don't need special tools for any of these things.
139. JOHN: Then it really is magic. Presto chango! This leather bag will now turn into a pair of mittens. Oh no...even I can't believe that.
140. FREYMAN: Not quite that kind of magic, Johnny. More like the story of Columbus and the egg. Do you know that one?
141. JOHN: You mean how Columbus showed everyone how to stand a hard boiled egg up on it's pointed end...simply by tapping the shell on that end to make a flat spot.
142. FREYMAN: And then everybody said, "Oh pooh! That's easy."
143. JOHN: And Columbus said, "Sure...everything's easy when you know how to do it."
144. FREYMAN: And that's just the way it is with make-overs, Johnny. Once a handy person knows a few simple hints about how to work with these materia ls...it's a cinch.
145. JOHN: Well, suppose you make with a few of these hints right now, Mrs. Freyman.
146. FREYMAN: All right...let's start with leather...since that seems to be bothering you the most.
147. JOHN: Mystify is the word. The mystic is mystified.
148. FREYMAN: Well, the first thing is if you have leather articles that aren't any use to you...but are worth making over...rip them apart at the seams.
149. JOHN: Then you have a lot of pieces.
150. FREYMAN: Yes, and it's easy to clean them before you start on your make-over. You can polish them, dye them, or even wash them.
151. JOHN: Wash leather? That sounds highly involved to me.



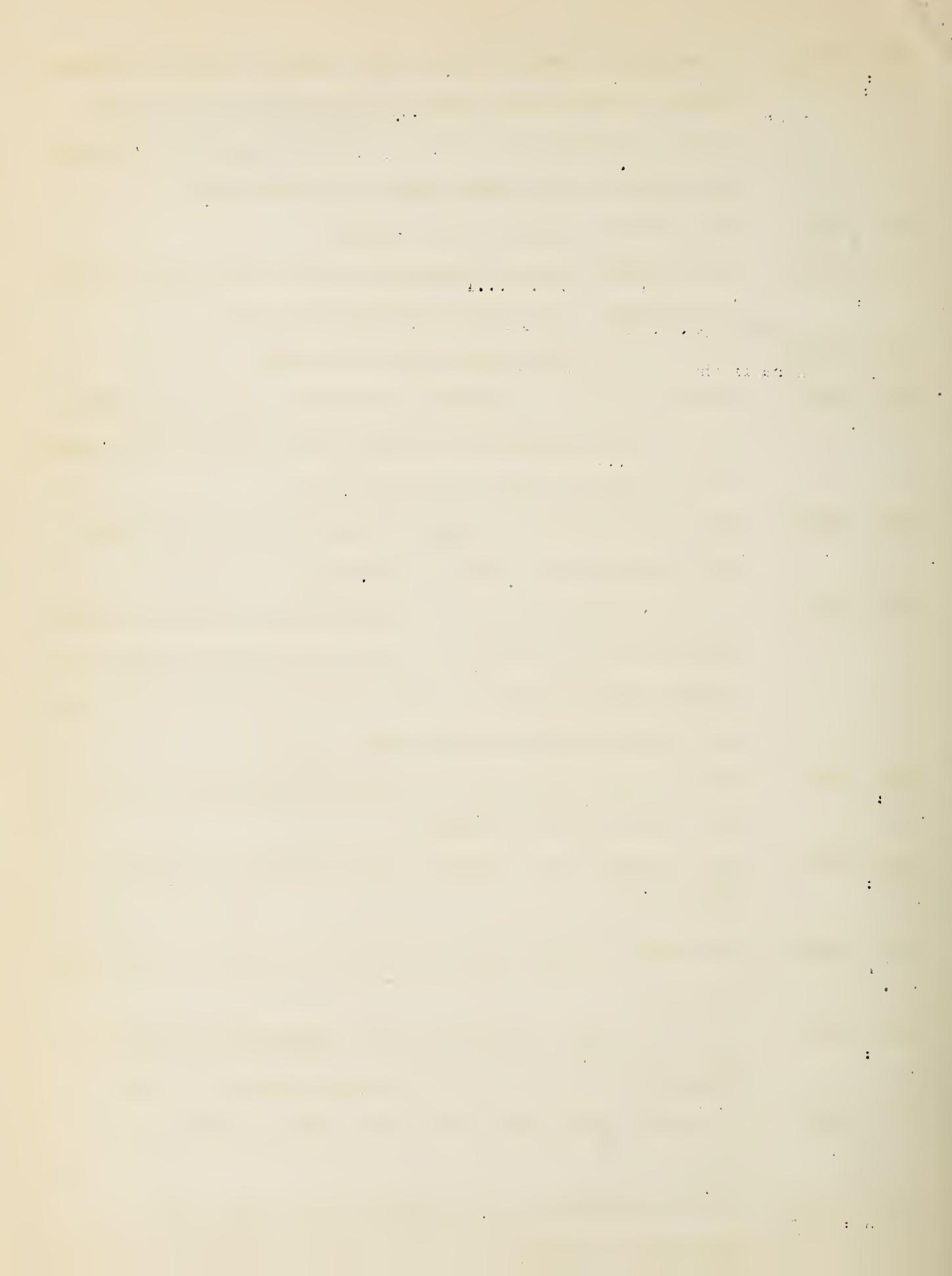
152. FREYMAN: Not so, my good man. Just remember not to squeeze or wring the leather. That makes wrinkles.
153. JOHN: Old leather...wrinkles...seems as if they go together.
154. FREYMAN: Not necessarily. All you have to do with the wet leather is lay it on absorbent paper with newspapers underneath. Then press out the water by rolling the leather with a smooth glass jar.
155. JOHN: Do you want the masculine reaction to that?
156. FREYMAN: Only if it's good.
157. JOHN: It is. A very efficient method, seems to me.
158. FREYMAN: Oh, and of course before the leather is bone dry, you should work it between your hands to soften it.
159. JOHN: But it's cutting the leather that worries me.
160. FREYMAN: Are you from Missouri?
161. JOHN: No...but you've got to show me anyhow.
162. FREYMAN: Well, you can cut hard leather with a razor blade. And you can cut soft leather with scissors, the same as cloth.
163. JOHN: How about sewing leather?
164. FREYMAN: Soft leathers are easy to sew on a regular sewing machine...but a larger sized needle is better. You can sew thick or hard leathers by hand...with the good old reliable backstitch.
165. JOHN: Now...if I wave my mystic wand can you talk about rejuvenating fur?
166. FREYMAN: No trick at all. It's quite easy to clean, cut, and rework good quality fur at home. You can match and piece small or odd-shaped scraps. And the seams won't show if you match the flow of the fur.
167. JOHN: Well, I'll tell you one thing. The fur trimmings we saw at the make-over magic exhibit looked like new fur to me.
168. FREYMAN: Well, for one thing, the fur had been cleaned.
169. JOHN: How?
170. FREYMAN: One way to clean fur is to dampen corn meal or sawdust with a dry cleaning fluid.



171. JOHN: Like non-inflammable carbon tetrachloride?
172. FREYMAN: Right. Then rub it well into the fur with your hands. Shake, brush, and air the fur...and there you are.
173. JOHN: Do we have time to talk about hints for using old felt?
174. FREYMAN: I don't think so, Johnny. But everything you need to know about working with felt is in the booklet.
175. JOHN: Okay, then, let's fulfill the prophecy of the crystal ball and introduce our visitor.
176. FREYMAN: She's Clarice Scott; clothing specialist, at the U. S. Department of Agriculture: All the make-overs Johnny and I saw exhibited were made under Miss Scott's direction.
177. JOHN: Miss Scott....I'm really only kidding about this magic stuff. I know if there's any magic...the credit should go to you.
178. SCOTT: Thank you, Johnny. But as Mrs. Freyman, said before, there really isn't any magic involved. It just takes a little patience and a little experimenting for successful make-overs.
179. FREYMAN: Miss Scott, would you mind telling us about your clothing laboratory at the Agricultural Research Center?
180. SCOTT: Why no. But it really isn't a laboratory...even though we experiment. It's just a large work room with several long cutting tables and four regular sewing machines.
181. JOHN: A very home-like atmosphere.
182. SCOTT: As a matter of fact...it's more like a school sewing room. But we do try to work with only the tools and the materials the average woman has at her fingertips or can get easily.
183. FREYMAN: Well, Miss Scott, where did you get all the old garments you used in the make-overs for the exhibit?



184. SCOTT: We begged for them...we really did. Everybody around the workshop rummaged through their closets for us...just the way you and Johnny, did today. And we felt that the old clothes we did get, were typical of what other people have tucked away.
185. JOHN: Did you have to get any other supplies?
186. SCOTT: Oh yes, some inexpensive ones...in leather finding stores and shoe repair shops. Any homemaker could buy the same.
187. FREYMAN: Where is that exhibit going next, Miss Scott?
188. SCOTT: We plan to loan it to clothing specialists in different States. They can show it...and they can copy it for their own exhibitions. In that way, more people can get to see it.
189. FREYMAN: Well, you certainly have worked out some fine ideas for putting old leather, fur, and felt to a good use.
190. SCOTT: We think everyone interested in make-overs will find these useful suggestions for possibilities. But we really hope our ideas will stimulate other people to go ahead on their own and make the best use of whatever materials they have.
191. JOHN: That's a good plan...because obviously, everybody won't have an old leather jacket in the house.
192. SCOTT: That's right. And we consider every make-over an individual proposition.
193. FREYMAN: Miss Scott, are there any make-overs that you think teen-age girls can handle?
194. SCOTT: Yes, Mrs. Freyman, I think most of the felt-make-overs would be good...they'd make nice club projects...especially the belts.
195. JOHN: Teen-agers really should go for those belts...because they're slick.
196. FREYMAN: Is there anything else you'd especially like to say about make-overs, Miss Scott?



197. SCOTT: Yes, I would like to say this. Someone asked me recently whether I thought Americans had any old clothes to make over...after all the clothing drives during the war.
198. JOHN: And what's your answer to that, Miss Scott?
199. SCOTT: That we have more things to make over than we think. I'm convinced that closets, trunks, and bottom drawers hold many articles that people never use...but consider too good to throw away.
200. FREYMAN: I'd certainly agree with you there.
201. SCOTT: And just one more thing. Before you start working on a make-over, stop and think how much wear is left in the material. Our motto is...decide how much work you're going to put into a make-over by the amount of wear you will get from the finished product.
202. FREYMAN: That's good advice. And thank you so much, Miss Scott, for being CONSUMER TIME's guest today.
203. JOHN: Now here's Holly Wright with news of that long promised free booklet.
204. WRIGHT: Friends, for your free copy of the booklet called "Make-overs From Leather, Fur, and Felt," just send a post card to CONSUMER TIME, Washington 25, D. C. This is the booklet that tells you how to put new life into old leather...how to make old fur serve again ...and how to re-use old felt. Easy to follow directions... pictures...and diagrams make this booklet a must for every homemaker who likes to sew. I'll repeat our address again. It's CONSUMER TIME, Washington 25, D. C. And the name of the free booklet is "Make-overs From Leather, Fur, and Felt." Be sure to include your name, address, and the name of the station to which you are listening.
205. FREYMAN: And now, Johnny, what's on CONSUMER TIME next Saturday?



206. JOHN: Next week...our CONSUMER TIME story will be "Thanksgiving, Past and Present."
207. FREYMAN: That's right, Thanksgiving is almost here, isn't it? I wonder if I'll have any trouble getting a turkey this year.
208. JOHN: Well that's one of the things we're going to find out next week... just what the supply story is for our Thanksgiving turkey this year and all the rest of the traditional trimmings.
209. FREYMAN: And it will be fun to find out just what the Pilgrims did eat at their first feast in 1621...and how it compares with what we'll be eating at our second-post war Thanksgiving.
210. JOHN: So friends, be with us next Saturday, for the story of Thanksgiving, Past and Present...on
211. SOUND: CASH REGISTER
212. ANNCR: CONSUMER TIME !
213. SOUND: CASH REGISTER...CLOSE DRAWER
214. ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

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